

Attorney Docket: 00052
09/884,131 Art Unit: 2623 Examiner: J. R. Sheleheda
Response to September 28, 2007 Office Action

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AMENDMENT TO THE CLAIMS

1. (Currently Amended) A system for delivering media content comprising:

means for receiving locally produced content from a local producer, the local producer located on and operating inside a specific geographic terrain to produce media content related to the geographic terrain, the geographic terrain having a distinguishable physical feature;

means for integrating, into the locally produced content, advertising that is related to the specific geographic terrain;

means for earning revenue from the integrated advertising to recoup costs to produce the locally produced content;

means for indirectly paying a producer for airing locally produced content and the integrated advertising;

means for supplementing the locally produced content with additional content related to the specific geographic terrain;

means for aggregating the content and the additional content into a bundle of content, the bundle of content having a full schedule of programming, the content having diverse subject matter with all the content related to the geographic terrain;

means for distributing the bundle of content as a channel devoted to the specific geographic terrain;

means for providing the locally produced content at no charge for free;

means for providing free advertisement space in the bundle of content in exchange for the locally produced content;

means for allotting the free advertising space in the full schedule of programming to the local producer;

means for advertising products and services related to the specific type of geographic terrain on the channel; and

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means for nationally distributing the channel to an audience within and outside of the specific type of geographic terrain, the audience having an interest in the geographic terrain

(a) ~~a producer locally producing content in a geographic terrain, the content related to the geographic terrain; and~~

(b) ~~a channel producer that receives the content, aggregates the content into a bundle of content, and nationally distributes the bundle of content to an audience within and outside of the specific type of geographic terrain, the bundle of content having a full schedule of programming, the bundle of content having diverse subject matter with all the content related to the geographic terrain and the audience having an interest in the geographic terrain, the channel producer providing free advertisement space in the bundle of content in exchange for the locally produced content.~~

2. (Currently Amended) The system of claim 1, further comprising means for transmitting a media provider in communication with the channel producer, wherein the channel producer transmits the channel bundle of content within and outside of the specific type of geographic terrain by transmitting the bundle of content to a the media provider.
3. (Original) The system of claim 2, wherein the media provider is one of a cable television operator, a satellite television operator, a multiple system operator, and a television network having a group of local television station affiliates.
4. (Currently Amended) The system of claim 2, further comprising means for distributing wherein the media provider distributes the bundle of content to a national audience.
5. (Currently Amended) The system of claim 1, wherein the means for distributing the bundle of content comprises channel producer is one of an over-the-air broadcast network, a cable network, an internet service provider, a website, and a television network.

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6. (Previously Presented) The system of claim 1, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
7. (Cancel)
8. (Currently Amended) The system of claim 1, wherein the content comprises is audio content that is nationally distributed via ~~and the channel producer~~ is one of a radio station, a website, and a network of radio stations.
9. (Currently Amended) The system of claim 1, wherein the content is audio content and video content [[,]] that is nationally distributed via ~~and the channel producer~~ is one of an over-the-air broadcast television network, a satellite network, a website, an internet service provider, and a cable network.
10. (Currently Amended) The system of claim 1, wherein the content is audio content, video content, and data content [[,]] that is nationally distributed via ~~and the channel producer~~ is at least one of a computer network content provider, a website, and an internet service provider.
11. (Currently Amended) A method for delivering media content comprising:
 - receiving locally produced content from a local producer, the local producer located on and operating inside a specific geographic terrain to produce media content related to the geographic terrain, the locally produced content related to a specific type of geographic terrain having a distinguishable physical feature;
 - integrating, into the locally produced content, advertising that is related to the specific geographic terrain;
 - earning revenue from the integrated advertising to recoup costs to produce the locally produced content;

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indirectly paying a producer for airing locally produced content and the integrated advertising;

supplementing the locally produced content with additional content related to the specific geographic terrain;

aggregating the content and the additional content into a bundle of content, the bundle of content having a full schedule of programming, the content having diverse subject matter with all the content related to the geographic terrain;

distributing the bundle of content as a channel devoted to the specific geographic terrain;

providing the locally produced content at no charge for free;

providing free advertisement space in the bundle of content in exchange for the locally produced content;

allotting the free advertising space in the full schedule of programming to the local producer

advertising products and services related to the specific type of geographic terrain on the channel; and

nationally distributing the channel bundle of content to an audience within and outside of the specific type of geographic terrain, the audience having an interest in the geographic terrain.

12. (Original) The method of claim 11, wherein the content is at least one of audio content, video content, and data.
13. (Original) The method of claim 11, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
14. (Currently Amended) The method of claim 11, further comprising wherein the step of transmitting the bundle of content comprises broadcasting audio content using one of a radio station, the internet, a website, and a network of radio stations.

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15. (Currently Amended) The method of claim 11, further comprising ~~wherein the step of transmitting the bundle of content comprises~~ broadcasting audio content and video content using one of an over-the-air broadcast television, a satellite network, the internet, and a cable network.
16. (Currently Amended) The method of claim 11, further comprising ~~wherein the step of transmitting the bundle of content comprises~~ delivering audio content and video content from a cable network to one of a cable television operator, a satellite television operator, the internet, and a multiple system operator, and
- wherein the one of the cable television operator, the satellite television operator, the internet, and the multiple system operator broadcasts the audio content and the video content.
17. (Currently Amended) The method of claim 11, further comprising ~~wherein the step of transmitting the bundle of content comprises~~ transmitting audio content, video content, and data using a computer network content provider, a website, and the internet.
18. (Previously Presented) The system of claim 11, wherein the bundle of content only contains content relating to the distinguishable physical feature.
19. (Cancel)
20. (Cancel)
21. (Cancel)
22. (Cancel)
23. (Cancel)
24. (Cancel)
25. (Cancel)
26. (Cancel)
27. (Cancel)

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28. (Cancel)
29. (Cancel)
30. (Withdrawn) A method for advertising comprising the steps of:
 - (a) producing programs relating to a specific type of geographic terrain;
 - (b) aggregating the programs into a program line-up;
 - (c) televising the program line-up as a channel; and
 - (d) advertising products and services related to the specific type of geographic terrain on the channel.
31. (Withdrawn) The method of claim 30, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
32. (Withdrawn) The method of claim 30, wherein the products and services include one of a marine equipment company, a boat company, a commercial fishing company, a sport fishing service, a water sports equipment company, a water resort, a coastal retirement community, and a coastal real estate company.
33. (Withdrawn) The method of claim 30, wherein the channel is one of an over-the-air network channel, and a satellite network channel.
34. (Withdrawn) The method of claim 30, wherein the step of advertising comprises integrating an advertisement for the products and services into one of the programs.
35. (Withdrawn) The method of claim 34, wherein the advertisement is one of an infomercial and a product placement.
36. (Withdrawn) A method for generating revenue for a channel producer and local media producers comprising the steps of:

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- (a) creating programs, at the local media producers, that relate to a specific type of geographic terrain;
 - (b) producing a channel, at the channel producer, that televises the programs;
 - (c) providing the channel producer with the programs of the local media producers at no cost to the channel producer;
 - (d) providing the local media providers with portions of advertising time on the channel at no cost to the local media providers;
 - (e) selling, at the local media providers, the portions of advertising time; and
 - (f) selling, at the channel producer, other portions of advertising time on the channel to advertisers selling products related to the specific type of geographic terrain.
37. (Withdrawn) The method of claim 36, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
38. (Withdrawn) The method of claim 36, wherein the step of creating programs comprises a local media provider creating a block of programming related to a specific type of geographic terrain, and wherein the block of programming relates to the community in which the local media provider is located.
39. (Withdrawn) The method of claim 38, wherein the portions of advertising are one of commercial spots, infomercials, and product placements within the block of programming.
40. (Withdrawn) The method of claim 38, wherein the method further comprises the step of receiving at the channel producer a payment for televising the block of programming, wherein the payment is from the local media producer.
41. (Withdrawn) A method for generating revenue for a channel producer and a local media producer comprising the steps of:

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- (a) creating a block of programming, at a local media producer, that relates to a specific type of geographic terrain;
 - (b) producing a channel, at the channel producer, that televises only programs related to the specific type of geographic terrain;
 - (c) televising the block of programming on the channel;
 - (d) selling advertising that is televised with the block of programming;
 - (e) receiving revenue for the advertising; and
 - (f) sharing the revenue between the channel producer and the local media provider.
42. (Withdrawn) The method of claim 41, wherein the advertising is one of a commercial spot, an infomercial, and a product placement.
43. (Withdrawn) The method of claim 41, wherein the specific type of geographic terrain is one of a coastal terrain, a mountain terrain, and a desert terrain.
44. (Cancel)
45. (Cancel)
46. (Cancel)
47. (Cancel)
48. (Cancel)